



Service Matters

“Creating a Resilient Region–Protecting Our Investments”

Fall General Assembly • October 18th at the San Francisco Regency Hyatt Embarcadero

Exploring why resilient cities, towns, counties, and disaster recovery planning are interconnected and good for the economy is the focus of ABAG’s Fall General Assembly on Thursday, October 18th in San Francisco. This conference features the

National Academies and author of *Disaster Resilience: A National Imperative*, will discuss the national disaster recovery planning dimension in creating resilient regions. Panels of expert speakers from local government and business will examine regional investments and the Bay Area’s economic future, and link the region’s economic resilience to the importance of planning for long-term disaster resilience and recovery.

The General Assembly begins at 8:30 a.m. and will end with a hands-on practical work session for local governments on how to make post-disaster land use planning and policy-making a practical reality. A suite of topical handouts, entitled “Recovery Toolkit for Elected Officials, will be provided. Elected and appointed officials, planning directors, business leaders, and community stakeholders are encouraged to register online at www.abag.ca.gov/events. **For additional information, call 510/464-7900.**

Creating a Resilient Region – October 18, 2012
Protecting our Investments
FALL GENERAL ASSEMBLY

HYATT REGENCY EMBARCADERO
 SAN FRANCISCO

Association of
 Bay Area Governments



release by the Bay Area Council Economic Institute of the *Bay Area Economic Strategy Framework*, a 2012 economic report quantifying the Bay Area’s economic resilience and vitality. The report was produced at the request of the Regional Joint Policy Committee of ABAG, MTC, the Air District, and the San Francisco Bay Conservation and Development Commission. It is a comprehensive analysis of the Bay Area as a business and economic center, with insights into the region’s business climate, economic competitiveness, workforce, commute patterns, and current and emerging business and economic trends.

Keynote speaker Enrico Moretti, Economics professor and author of **New Geography of Jobs**, will open the General Assembly with a perspective on today’s labor and urban economic vitality. Dr. Moretti is a Professor of Economics at the University of California, Berkeley, and Director of the Infrastructure and Urbanization Program at the International Growth Centre-London School of Economics and Oxford University. Luncheon speaker Lauren Alexander Augustine, Director, Disasters Roundtable,

The Great California Shake Out October 18 at 10:18 AM

DROP, COVER AND HOLD ON!

The Great California Shake Out is an annual opportunity to practice how to be safer during big earthquakes, as well as a reminder to review and update emergency preparedness plans and supplies. Why? What we do now will determine our quality of life after our next big earthquake. Are we prepared to survive and recover quickly? ABAG will be participating by marking The Great California Shake Out within ABAG’s Fall General Assembly being held on October 18th.

(see General Assembly article to left)

If you wish to sign up and join more than 5.9 million California participants who have already stepped forward, go to <http://www.shakeout.org/california/>. At this site, you can access a comprehensive array of preparedness and “Shake Out” materials from drill manuals, “safely out” preparedness kits, to resolutions and posters/flyers. Visit <http://quake.abag.ca.gov/> for additional info on disaster preparedness and hazard mitigation for residents, businesses, local governments, students, professionals, and researchers.

In This Issue

Fall General Assembly	Pg. 1	San Francisco Bay Shoreline Guide	Pg. 3
Great California Shake Out	Pg. 1	San Francisco Estuary Partnership Project Highlight	Pg. 3
New Campaign to Recycle Used Motor Oil	Pg. 2	Calendar of Events	Pg. 4
2012 Be Sewer Smart Summit	Pg. 2	Notable Numbers	Pg. 4

New Campaign Reminds Us to Recycle Used Motor Oil and Oil Filters Together

“Local Governments are being asked to help spread the word”

A recent survey by California’s Department of Resources Recycling and Recovery (CalRecycle) revealed a serious gap in awareness among drivers who change their own motor oil. While 95 percent of Do-It-Yourself (DIY) oil changers said they recycle their used motor oil, approximately one-third admitted to dumping their used oil filters in the trash, potentially contaminating the environment with hazardous waste. DIYers who indicated they threw away their used oil filters acknowledged they were not aware that filters could be recycled, revealing a critical opportunity to improve oil filter recycling practices across the Golden State.

Recycling Oil Filters has significant impact because each year Californians generate nearly 70 million used automotive filters. After filters are drained, each one still holds about 10 ounces of toxic oil residue and is therefore considered hazardous waste that cannot be thrown in the trash. This trapped motor oil could add up to 2 million gallons of toxic waste going into California’s environment, water systems, or landfills each year, if not properly



recycled. According to CalRecycle, recycling these filters, which contain about a pound of steel, could produce enough metal to build three large sports stadiums.

As a result, new efforts to build stronger awareness of the importance of recycling oil filters are rolling out statewide. “California’s home mechanics are recycling their motor oil, but we need to make sure they finish the job correctly and take in their filters, too,” CalRecycle Director Carol Mortensen said. “We are asking news professionals, local businesses, and our local government partners to help us spread the word. Together, we can make big strides to increase oil filter recycling and keep toxic materials out of the environment.” CalRecycle, which is the state’s leading authority on recycling, waste reduction, and product reuse, is using public service announcements, filter exchange events, and other grassroots initiatives to educate the public about the importance of recycling used motor oil and filters together.

Local governments are encouraged to tap into these outreach materials and use them to reach out to their communities and raise awareness. Bay Area and residents statewide can find a list of local Certified Collection Centers on the CalRecycle website, www.calrecycle.ca.gov.

2012 BeSewerSmart Summit

Protect & improve your most valuable asset: your Sewer System

Tuesday, October 23rd, 2012
9 am to 2:30 pm
Continental breakfast & lunch included

- Clean Water Act: Changes to WDRs & Compliance
- New EPA Wastewater/Stormwater Regulations & How They Affect Your SSMP
- Best Practices: Funding Infrastructure Improvements
- SSMP Audit Updates & New Audit Tool
- Prevent SSO's: Root Control & Other Best Practices
- New Pipe Video, FOG & Green Tech Demos

SPONSORED BY

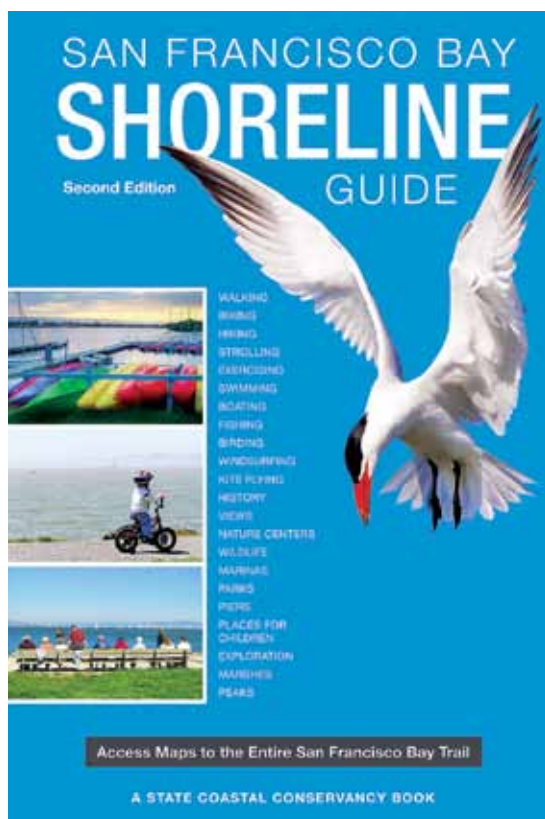
REGISTER www.sewersmart.org
QUESTIONS mlt@workingimages.com



The 2012 Be Sewer Smart Summit, sponsored by ABAG’s PLAN Corporation and the California Sanitation Risk Management Authority, will be held Tuesday, October 23rd from 9 a.m. to 2:30 p.m. at the MetroCenter Auditorium in Oakland. Since 2005, the Sewer Summits have focused on protecting and improving a city, town and county’s sewer system. With more than 200 Public Works Directors, City Engineers, Sanitary Districts Operators, Water District Operators, and other city and county staff attending, this year’s Summit features sessions on Clean Water Act compliance updates and new EPA Wastewater/Stormwater regulations. It includes presentations and videos on best practices on funding infrastructure improvements and root control. *For more information on best practices and technology and “Be Sewer Smart” presentations from past summits, visit www.sewersmart.org.*

The San Francisco Bay Shoreline Guide Your Passport to the San Francisco Bay Trail

The second edition of the popular *San Francisco Bay Shoreline Guide* has just been released. This book is a passport to the San Francisco Bay Trail and is essential for anyone who wants to explore the remarkably diverse San Francisco Bay shoreline. Published by UC Press and funded by the State Coastal Conservancy, the Guide is comprehensive, compact, user-friendly, and studded with full-color maps and illustrations that cover the more than 325 miles of the shoreline San Francisco Bay Trail already open to the public.



The Guide shows how the Bay Trail offers access to commercial, industrial and residential neighborhoods, featuring points of historic, natural and cultural interest; recreational areas like beaches, marinas, fishing piers, boat launches, and over 130 parks and wildlife preserves. Passing through highly urbanized areas like

downtown San Francisco as well as remote natural areas like the San Francisco Bay National Wildlife Refuge, the Bay Trail consists of paved multi-use paths, dirt trails, bike lanes, and sidewalks. The Guide includes natural, cultural, and historic features that reveal the Bay Area's rich multicultural heritage. It also highlights the various ecosystems that coexist along this unique urban shoreline. Common plant and animal species are illustrated and described for easy identification. Access maps with icons indicate sites suitable for various activities: boating, fishing, biking, hiking, bird watching, picnicking, and wheelchair riding. A reference section contains public transit information, names of Bay-related organizations, many useful phone numbers, and websites.

Since the Guide's first publication in 1995, more than 150 miles have been added to the Bay Trail, which will eventually

encircle San Francisco and San Pablo Bays with continuous 500-miles of bicycling and hiking trails. The Second Edition Guide showcases those new additions as well as the incredible array of amenities and activities featured along the Bay Trail. ABAG's Bay Trail Project directed the comprehensive updates and new contributions, with Maureen Gaffney serving as editor and Laura Thompson, Bay Trail Project Manager, and Lee Huo providing additional revisions and updates. **For more information about the Bay Trail and where you can order your copy (just \$29.95 + shipping and handling), go to www.baytrail.org.**

San Francisco Estuary Partnership Launches Project for Stormwater Improvements along San Pablo Avenue

ABAG's San Francisco Estuary Partnership has begun the San Pablo Avenue *Green Stormwater Spine* project. This innovative, multi-jurisdictional pilot project will feature alternative stormwater management measures along the right-of-way of San Pablo Avenue, a major arterial spanning numerous Easy Bay cities. The Partnership will manage all elements of the project including design and construction of green stormwater facilities such as rain gardens, bio-swales, and permeable paving which slow stormwater runoff and filter out pollutants. The partnering cities of Oakland, Emeryville, Berkeley, Albany, El Cerrito, Richmond, and San Pablo will select the project sites and take ownership of built facilities in their respective jurisdictions when project components are complete.



One Example of Existing Rain Gardens on San Pablo Avenue in El Cerrito

The Green Stormwater Spine project components include post-construction water quality monitoring, a plant establishment management period, regional outreach to promote further use of green technologies, and operations and maintenance training for partnering municipalities. Multiple sources fund this \$5 million project including grants from Environmental Protection Agency (EPA), the Integrated Water Resources Management Program (IRWMP), and the Strategic Growth Council. The majority of construction funding will be supplied by Caltrans as mitigation for impacts associated with the eastern expansion of the San Francisco Oakland Bay Bridge. **For more information, contact Watershed Specialist Josh Bradt, San Francisco Estuary Partnership, jbradt@waterboards.ca.gov, or 510/622-5048.**



Association of Bay Area Governments
P.O. Box 2050 • Oakland, CA 94604-2050
website: <http://www.abag.ca.gov> • e-mail: info@abag.ca.gov

Address Service Requested

PRSRT FIRST CLASS
U.S. POSTAGE
PAID
Permit No. 832
OAKLAND, CA

Mark Your Calendar!

SEPTEMBER 2012

September 20

**Legislation & Governmental
Organization Committee** 3:30 PM
ABAG Conference Room B

Finance & Personnel Committee 5:00 PM
ABAG Conference Room B

ABAG Executive Board 7:00 PM
MetroCenter, Auditorium

September 21

**ABAG/BAAQMD/MTC
Joint Policy Committee** 10:00 AM
MetroCenter, Auditorium

September 28

**Regional Airport Planning
Committee** 9:30 AM
MetroCenter, Auditorium

OCTOBER 2012

October 3

**Regional Planning Committee
Meeting** 1:00 PM
MetroCenter, Auditorium

October 11

Bay Trail Steering Committee 1:30 PM
ABAG Conference Room B

October 18

Fall General Assembly 8:30 AM
Hyatt Regency Embarcadero
San Francisco

October 19

**PLAN Risk Management
Committee** 1:30 PM
ABAG Conference Room B

October 23

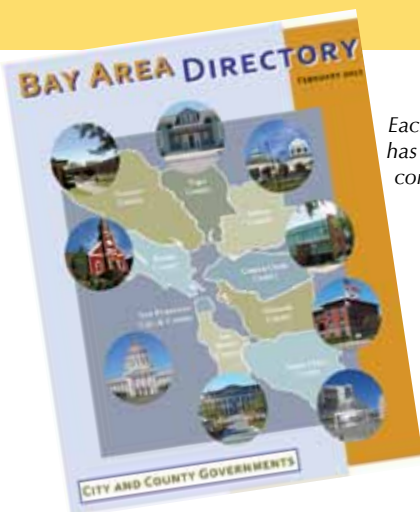
Sewer Summit 9:00 AM
MetroCenter, Auditorium

October 24

**San Francisco Restoration
Authority Governing Board** 12:00 PM
MetroCenter, Room 171

October 25

**ABAG POWER Annual Board
Meeting** 10:30 AM
MetroCenter, Auditorium



*Each jurisdiction
has received one
complimentary
copy*

ABAG 2012 Bay Area Directory

ON SALE at: www.abag.ca.gov click Webstore

or contact: ABAG Publications 510-464-7900

Mark Luce
ABAG President
Supervisor, Napa County

Julie Pierce
ABAG Vice President
Councilmember, City of Clayton

Mark Green
ABAG Immediate Past President
Mayor, City of Union City

Ezra Rapport
Secretary/Treasurer
Executive Director

Patricia M. Jones
Managing Editor

Halimah Anderson
Writer

Vicki Rutherford - Design and Production

Kathleen Cha
Editor/Writer

Leah Zippert
Writer

Notable Numbers

Bay Area Economic Profile

30

U.S. Fortune 500 companies
and 10 Global Fortune 500
companies are located in the
Bay Area.

30 Percent

Of all the U.S. Global Cleantech
100 companies are based in
the Bay Area, as well as seven
of the 10 largest social media
companies.

100 percent

Of the region's economic
growth has been attributed to the
technology sector since 2002.

30 percent

Of the region's economy is in
the technology sector.

\$78,815

Is the Bay Area's Gross
Domestic Product per capita, the
highest in the United States.

**Bay Area Council Economic
Institute, March 2012**



Association of Bay Area Governments
P.O. Box 2050, Oakland, CA 94604-2050
Phone: 510-464-7900
Fax: 510-464-7970
E-mail: info@abag.ca.gov
abagonline: <http://www.abag.ca.gov>